

DATA AS OF JUNE 1, 1974 RE  
CIGARETTES MANUFACTURED AND SOLD  
BY PHILIP MORRIS INCORPORATED  
FOR NATIONAL DISTRIBUTION

| BRAND                       | TYPE           | FILTER TYPE                             | CIGARETTE | APPROXIMATE LENGTHS |         |
|-----------------------------|----------------|---|-----------|---------------------|---------|
|                             |                |   |           | FILTER              | TIPPING |
| 1. Alpine**                 | Menthol Filter | C.A.+                                   | 85 mm     | 21 mm               | 26 mm   |
| 2. Benson & Hedges          | Filter         | Paper - Recessed                        | 70        | 15 plus 5 recess    | 24      |
| 3. Benson & Hedges          | Filter         | C.A. - Recessed                         | 85        | 15 plus 5 recess    | 30      |
| 4. Benson & Hedges 100's    | Filter         | C.A.                                    | 100       | 27                  | 32      |
| 5. Benson & Hedges 100's    | Menthol Filter | C.A.                                    | 100       | 27                  | 32      |
| 6. English Ovals            | Non-Filter     | None                                    | 70        | --                  | --      |
| 7. English Ovals            | Non-Filter     | None                                    | 85        | --                  | --      |
| 8. Galaxy                   | Filter         | Charcoal on C.A. plus C.A.              | 85        | 25                  | 30      |
| 9. Marlboro                 | Filter         | C.A.                                    | 80        | 19                  | 23      |
| 10. Marlboro                | Filter         | C.A.                                    | 85        | 21                  | 25      |
| 11. Marlboro (Box)*         | Filter         | C.A.                                    | 100       | 27                  | 31      |
| 12. Marlboro (Soft Pack)*   | Filter         | C.A.                                    | 100       | 27                  | 31      |
| 13. Marlboro                | Menthol Filter | C.A.+                                   | 85        | 21                  | 26      |
| 14. Marlboro Lights         | Filter         | C.A.+ ← C.A. in Plastic                 | 85        | 25                  | 30      |
| 15. Multifilter             | Filter         | Charcoal on C.A. plus C.A.+             | 85        | 25                  | 30      |
| 16. Multifilter             | Menthol Filter | Charcoal on C.A. plus C.A.+             | 85        | 25                  | 30      |
| 17. Parliament***           | Filter         | C.A. - Recessed                         | 80        | 15 plus 5 recess    | 28      |
| 18. Parliament***           | Filter         | C.A. - Recessed                         | 85        | 15 plus 5 recess    | 30      |
| 19. Parliament 100's        | Filter         | Charcoal on C.A. plus C.A.-<br>Recessed | 100       | 20 plus 5 recess    | 36      |
| 20. Philip Morris           | Non-Filter     | None                                    | 70        | --                  | --      |
| 21. Philip Morris Commander | Non-Filter     | None                                    | 85        | --                  | --      |
| 22. Players                 | Non-Filter     | None                                    | 70        | --                  | --      |
| 23. Virginia Slims          | Filter         | C.A.                                    | 100       | 25                  | 32      |
| 24. Virginia Slims          | Menthol Filter | C.A.                                    | 100       | 25                  | 32      |

\*These products with identical specifications are in a test market in red package designs (Spokane, Seattle, Alaska, Oklahoma City/Tulsa, Oklahoma and Columbia, South Carolina).

\*\*This product with identical specifications is in test market in a redesigned package (Houston, Texas and Milwaukee, Wisconsin).

\*\*\*These products with identical specifications are in a test market in a redesigned package (Cleveland, Ohio and Houston, Dallas, Fort Worth, Lubbock and San Antonio, Texas).

+Ventilation system used.

C.A. = Cellulose Acetate